



# Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Morgan, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Southern Satellites	24.6%	Population	116,354	120,690
Salt of the Earth	11.4%	Households	46,582	48,664
In Style	8.8%	Families	33,217	34,364
Midland Crowd	8.2%	Median Age	38.9	40.2
Aspiring Young Families	6.9%	Median Household Income	\$44,107	\$48,701

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	62	\$1,653.26	\$77,012,121
Men's	62	\$305.29	\$14,221,166
Women's	59	\$553.77	\$25,795,890
Children's	71	\$293.34	\$13,664,457
Footwear	51	\$245.04	\$11,414,556
Watches & Jewelry	72	\$160.65	\$7,483,315
Apparel Products and Services <sup>1</sup>	75	\$95.16	\$4,432,737
<b>Computer</b>			
Computers and Hardware for Home Use	71	\$149.85	\$6,980,124
Software and Accessories for Home Use	69	\$19.89	\$926,446
<b>Entertainment &amp; Recreation</b>	77	\$2,856.94	\$133,082,051
<b>Fees and Admissions</b>	69	\$424.42	\$19,770,362
Membership Fees for Clubs <sup>2</sup>	71	\$117.70	\$5,482,624
Fees for Participant Sports, excl. Trips	69	\$78.50	\$3,656,683
Admission to Movie/Theatre/Opera/Ballet	67	\$99.36	\$4,628,226
Admission to Sporting Events, excl. Trips	69	\$42.05	\$1,958,933
Fees for Recreational Lessons	68	\$86.41	\$4,024,986
Dating Services	69	\$0.41	\$18,910
<b>TV/Video/Sound Equipment</b>	75	\$1,074.30	\$50,043,138
Community Antenna or Cable TV	79	\$579.66	\$27,001,829
Televisions	70	\$205.27	\$9,561,658
VCRs, Video Cameras, and DVD Players	77	\$25.61	\$1,192,860
Video Cassettes and DVDs	74	\$48.69	\$2,267,862
Video Game Hardware and Software	75	\$26.75	\$1,245,966
Satellite Dishes	86	\$0.96	\$44,765
Rental of Video Cassettes and DVDs	74	\$37.77	\$1,759,525
Streaming/Downloaded Video	64	\$0.52	\$24,126
Sound Equipment <sup>3</sup>	68	\$144.82	\$6,745,847
Rental and Repair of TV/Radio/Sound Equipment	73	\$4.27	\$198,700
Pets	85	\$377.10	\$17,565,979
Toys and Games	77	\$115.08	\$5,360,650
Recreational Vehicles and Fees <sup>4</sup>	92	\$400.24	\$18,643,883
Sports/Recreation/Exercise Equipment <sup>5</sup>	71	\$154.18	\$7,182,211
Photo Equipment and Supplies <sup>6</sup>	76	\$96.73	\$4,505,884
Reading <sup>7</sup>	75	\$214.89	\$10,009,944
<b>Food</b>	76	\$6,291.46	\$293,068,666
<b>Food at Home</b>	76	\$3,724.66	\$173,502,246
Bakery and Cereal Products	77	\$518.23	\$24,140,138
Meat, Poultry, Fish, and Eggs	77	\$936.90	\$43,642,822
Dairy Products	76	\$425.89	\$19,838,674
Fruit and Vegetables	73	\$606.82	\$28,266,690
Snacks and Other Food at Home <sup>8</sup>	77	\$1,236.83	\$57,613,922
<b>Food Away from Home</b>	75	\$2,566.79	\$119,566,420
Alcoholic Beverages	70	\$417.75	\$19,459,546
Nonalcoholic Beverages at Home	78	\$345.36	\$16,087,356



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<b>Financial</b>			
Investments	66	\$667.26	\$31,082,515
Vehicle Loans	81	\$4,694.93	\$218,699,242
<b>Health</b>			
Nonprescription Drugs	83	\$94.32	\$4,393,799
Prescription Drugs	86	\$487.77	\$22,721,497
Eyeglasses and Contact Lenses	80	\$61.63	\$2,871,081
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	72	\$6,571.45	\$306,111,433
Maintenance and Remodeling Services	69	\$1,436.81	\$66,929,637
Maintenance and Remodeling Materials <sup>10</sup>	83	\$347.02	\$16,165,052
Utilities, Fuel, and Public Services	80	\$3,630.95	\$169,136,804
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	73	\$102.28	\$4,764,189
Furniture	70	\$459.08	\$21,384,788
Floor Coverings	73	\$70.41	\$3,279,943
Major Appliances <sup>12</sup>	77	\$233.89	\$10,895,107
Housewares <sup>13</sup>	69	\$65.30	\$3,041,856
Small Appliances	77	\$26.93	\$1,254,251
Luggage	67	\$6.73	\$313,649
Telephones and Accessories	62	\$26.86	\$1,251,247
<b>Household Operations</b>			
Child Care	70	\$289.29	\$13,475,500
Lawn and Garden <sup>14</sup>	80	\$339.16	\$15,798,522
Moving/Storage/Freight Express	69	\$36.32	\$1,692,075
Housekeeping Supplies <sup>15</sup>	79	\$600.97	\$27,994,191
<b>Insurance</b>			
Owners and Renters Insurance	82	\$405.10	\$18,870,452
Vehicle Insurance	77	\$1,077.56	\$50,194,901
Life/Other Insurance	81	\$466.22	\$21,717,397
Health Insurance	81	\$1,650.55	\$76,885,774
Personal Care Products <sup>16</sup>	75	\$326.78	\$15,222,250
School Books and Supplies <sup>17</sup>	72	\$85.29	\$3,973,080
Smoking Products	86	\$387.38	\$18,045,101
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	78	\$4,018.00	\$187,166,246
Gasoline and Motor Oil	81	\$2,041.46	\$95,095,302
Vehicle Maintenance and Repairs	75	\$749.29	\$34,903,412
<b>Travel</b>			
Airline Fares	66	\$274.55	\$12,788,951
Lodging on Trips	72	\$308.19	\$14,355,985
Auto/Truck/Van Rental on Trips	65	\$25.28	\$1,177,646
Food and Drink on Trips	73	\$340.69	\$15,869,989

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.